IBM (International Business machines) is a company focused on producing and marketing technology. IBM is not making a lot of profit anymore; it is actually in debt due to its financing activities. The current CEO of IBM is Vanitha Narayanan. Who currently works in India, I have not been able to find why they made her CEO. IBM’s main headquarter is in New York; however they have many headquarters for the company in different parts of the world, and in different countries. IBM has many support staff especially for customers and technical support. I could not find the different types of managers and executives in the company itself. In this report I shall talk about what IBM has done, what they are going to do, and how.

IBM has been a key player in producing new technological devices throughout the 20th century. From creating the floppy disk to creating a personal household computer, they have been producing devices for technology. In modern day they have expanded their markets to developing storage for people to buy and software as well as maintaining their origins and creating actual physical technological devices such as desktops and laptops. However the problem with IBM is that they are no longer producing the type of technology that they used to. I have not been able to find out why they have stopped producing however my theory behind it is, that IBM for many years have been a key player in creating physical objects to run the technology, and as we are moving further and further away from needing physical objects to run our technology. They are finding it hard to adapt and try and find a new market in which they can profit from. For instance if we think about the mobile industry we can do so much more on a much smaller device, and this is IBM’s big problem because they were focused a lot more on the device instead of the technology behind it.

Therefore this leads me onto my next question of where are they going with their company? IBM is going more towards consultancy for other businesses, and they are focusing their new products and services to help businesses and their infrastructures. The reason for this is because IBM is a company that needs to revamp its image, it was known for making platforms for the technology now it needs to get with the way technology is heading and because it does not have the expertise to create its own technology. Instead it is taking the technology of other companies and helping small businesses use this technology to their advantage. This is a very smart thing to do for IBM because of the background knowledge it has in technology as well as its credibility internationally.

IBM is actually losing money and the only branch it is making profit from is their sales of intellectual property. Therefore this tells us that even though IBM is heading towards the consultancy of other businesses, their credibility is not known for this area of work. The biggest obstacle for IBM to overcome is changing their credibility and what they are known for doing. Right now they are in the transitional stage, in other words when people hear of IBM they still think of the old devices they used to build however if you really look at IBM you see that they are now in consultancy with other businesses.

My solution for making the company make the final transition is for it to come out with more products and more software for the businesses that they work for. They cannot just consult they need to find something that is special about them , for instance if they created good software for the people they consult with, then more businesses would want to work with them in order to get that good software. As it stands IBM does not have a special niche within the consulting market to make their company profitable.

IBM is trying to find their niche within the cloud systems. What they are doing is helping businesses of all sizes make the move into a cloud system to help open up more doors for businesses. IBM offers space within their cloud system for companies to buy and store their data and miscellaneous in the system. IBM offers many services within the cloud system due to the fact that they market their cloud system as being a big system where they store a lot of data. For instance they help you with securing your data on the cloud system. Especially because IBM realized that one of the biggest problems people find with cloud systems is the reliability of it. Within the cloud system they also help you strategize and personalize your own cloud for the needs of the businesses. IBM’s cloud system is not targeted towards personal use it is targeted towards a business use.

The cloud system would not only benefit IBM it would also benefit the businesses who use it. This is because in this day if you want to be a successful business you have to know what type of technology to use and how to use it to best suit your needs. And because cloud systems are relatively new, by using these systems it is seen as forward thinking. It is also seen as forward thinking because you usually use cloud systems to back up data and work, therefore by having a cloud in place for your businesses you are showing people that you are smart enough to back up your work. One of the biggest problems for technology users was what would happen to their data if it got corrupted or if something crashed and it was all lost. IBM managed to solve this problem for companies by their cloud system, and letting people buy clouds for their businesses.

By finding their niche within the consulting business with clouds they have effectively solved one of their own problems and that is, how they are able to get rid of their companies name and the association with creating old technology. This is because cloud systems are a fairly new thing, and IBM playing a role within the cloud systems creates a newer image for them. Also because IBM is a fairly big company they have the resources to make their cloud system big and let businesses have a lot of storage space. This will help their business in the future because they will be able to give businesses as much storage as they need, and with IBM’s services the businesses will not have to go far to get help improving their clouds.

I could not find the process in which IBM creates their products due to the fact that, that is only inside knowledge, and they do not share that type of information with the public.

To conclude IBM was one of the first technology companies, however due to the rapid growth of the technology market and technology companies. Therefore IBM is falling behind in the market and losing money, they need to find a solution to their problem and they need to find it fast.

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